# Wayland Logo

WBU Online

School of Business

# 2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

ECON 5310- VC01, Managerial Economics

# **4. TERM**:

Fall 2021, 1st 8 Weeks

# **5. INSTRUCTOR**:

# Dr. Christopher A. Osuoha

# **6. CONTACT INFORMATION**:

Office phone: 806-291-1036

WBU Email: [osuohac@wbu.edu](mailto:osuohac@wbu.edu)

Cell phone: 806-690-5913

# **7. OFFICE HOURS, BUILDING & LOCATION**:

Various Hours, Nunn Business Bldg. Room 103C, Available by email, telephone, or text message.

# **8. COURSE MEETING TIME & LOCATION**:

Online, August 9 – October 2, 2021

# **9. CATALOG DESCRIPTION**:

Basic economic concepts and their application to managerial decision-making; demand and cost analysis, forecasting, pricing decisions, capital budgeting and capital management, and decision-making under conditions of risk and uncertainty.

# 10. PREREQUISITE:

BUAD 5302.

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Managerial Economics | McGuigan/Moyer/Harris | 14th | 2017 | Cengage | 9781-30550-6381 | 9/25/17 |

Note: The recommended textbook above is included in your registration. To access it click on the Automatic eBook on the blackboard for information. If you choose to purchase the print version please ensure that you opt out not later than August 16, 2021.

# 12. OPTIONAL MATERIALS

# **NA**

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Explain economic theory as it is practically realized in the marketplace
* Apply economic models and tools to measure company performance in the marketplace
* Analyze business situations through the lens of economic theory to reach sound business decisions and develop effective management practices

# 14. ATTENDANCE REQUIREMENTS:

The university expects students to actively participate in the online course. There are no scheduled class meetings. All information regarding to this course is available on the Blackboard. The Blackboard software efficiently measures participation. Logging in, submitting assignments, completing examinations, and participating in discussion board constitute your attendance records.

b. Online participation is required for course completion. Regularly accessing the course each week is expected. Students must discuss possible alternatives with me if the expected course participation cannot be met. Collaborate Ultra will be utilized periodically for interactive sections.

c. It is recommended that students spend 6-10 hours or more each week reviewing, completing assignments, participating in the discussion board, and researching issues through the library and other sources.

d. **Deadlines and Due Dates** The normal due date for homework is Sunday at midnight. In any case of an unforeseen circumstance beyond your control flexibility can be applied if you duly inform me. I am committed to helping you achieve your goal and would want you to be equally committed. All assignments, quizzes and exams must be completed before midnight on Friday, October 1 ,2021.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

Grading Criteria, Calculation and Scale

|  |  |
| --- | --- |
| **Grading Criteria and Calculation**  **A. Exams: 40%**  Midterm: 20%  Final 20%  **B. Assignments and Quizzes: 40%**  Assignments 20%  Quizzes 20%  **C. Discussion Board 20%**  **100%** | **Grading Scale**  90 % to 100 % = A  80 % to 89 % = B  70 % to 79 % = C  60 % to 69 % = D  Below 60 % = F |

**17.1 Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

Online Weekly Activities Schedule

| Week | Date | Chap. | Topics |
| --- | --- | --- | --- |
| 1 | Aug 9 - 15 | 1-2 | Intro. & Goals of a firm/ Fundamental Economic Concept |
|  | 15 |  | Homework Ch 1&2 /Discussion Board 1 due at **11.59 PM Central Standard Time (CST)** |
| 2 | 16 - 22 | 3-5 | Demand Analysis / Demand Estimating/ Economic Forecasting |
|  | 22 |  | Homework Ch 3-5 / Quiz 1 due **at 11.59 PM CST** |
| 3 | 23 - 29 | 6-7 | Managing the Global Economics/Production Economics |
|  | 29 |  | Homework Ch 6&7/ Quiz 2 /Discussion Board 2 due **at 11.59 PM CST** |
| 4 | 30 – Sep 5 | 8 -9 | Cost Analysis? Application of Cost Theory |
|  | 5 | 1-9 | **Exam 1** & Homework for Chapter 8/9 due **at 11.59 PM CST** |
| 5 | 6 – 12 | 10-11 | Prices/Output/Monopolistic Competition/Monopoly |
|  | 12 |  | Homework Ch 10-11 and Quiz 3 due **at 11.59 PM CST** |
| 6 | 13 – 19 | 12-13 | Prices/Output Determination: Oligopoly/ Game Theory |
|  | 19 |  | Homework Ch 12-13/ Discussion Board 3 due 2 due **at 11.59 PM CST** |
| 7 | 20 - 26 | 14-15 | Pricing techniques/Contracting/Governance |
|  | 26 |  | Homework Ch 14-15 and Quiz 4 due **at 11.59 PM CST** |
| 8 | 27 – Oct 2 | 16-17 | Regulation/Long-Term Investment Analysis |
|  | Oct 1 |  | Homework Ch 16-17/ Discussion Board 4 due 2 due **at 11.59** |
|  | **2** | 10-17 | **Final Exam due on Saturday July 24 at 11.59 PM CST** |

# 19. ADDITIONAL INFORMATION

Learning is a continuum that requires determination, my goal is to help you satisfactorily complete this course, but you must maintain your own part of the commitment. As Christians, we should obey God’s instruction in 2 Timothy 2: 15 “Study to show yourself approved unto God, a workman that need not to be ashamed”.